



**Minutes of the Meeting of the South Pasadena Tournament of
Roses Committee**

Meeting convened this 6th day of December 2016, 7:30pm

At the Amedee O. Dick Richards Jr.

City Council Chambers, 1424 Mission Street

- Chairperson, Janet Benjamin called the meeting to order on December 6, 2016 at 7:33 pm.
- Pledge of Allegiance.
- **Roll Call:**
 - **Committee Members Present:**
 1. Janet Benjamin
 2. Paul Abbey
 3. James Jontz
 4. Alan Vlacich
 5. Ted Shaw
 6. Courtney Dunlap
 7. Chris Colburn
 8. Bill Cullinane
 9. MJ Craig
 - **Committee Members Absent:**
 1. Megan Colburn
 2. Sandy Fielding
 3. Robert Nichols
 4. John Vandercook
 5. Sara Cullinane
 - **Council Liaison:**
 1. Bob Joe
 - **City Staff Liaison:**
 1. Christopher Castruita
- Motion to approve the Minutes from October 2016 was motioned by Ted Shaw and MJ Craig. Motion Approved.
- Motion to approve the Minutes from November 2016 was motioned by Ted Shaw and Chris Colburn. Motion Approved.



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- **Public Comment:** None.
- **Construction:** Paul Abbey reported that the Driver's Dinner is on December 7, 2016 at the Rose Bowl put on by the Tournament. They will discuss changes as well as go over important information. T2 will take place on Sunday, December 11, 2016 at 7am. This will be the final test before the parade. The Trees are up and they will be fully operational by Saturday. The foam has been completed and it looks great.
- **Decoration:** Janet Benjamin reported the first full Decoration Day was Saturday and they had about 40 people there helping out. We have begun painting as well as starting to work on the paper machete. The flower order from Ecuador has been made. We will be working every Saturday from now until the end of the year.
- **Crunch Party:** Courtney Dunlap reported that the menu for dinner has been confirmed. Everything is falling into place as the event draws nearer. Joan Shaw reported that 14-16 tables have been filled. She will leave one table for people who come to purchase tickets at the Souvenir Booth. Contact Joan ASAP if you would like a table. Paul Abbey mentioned Ann Mueller would like to purchase the Turtle once the Parade is over. Sergio Gonzalez will be this year's Master of Ceremonies and James Jontz will be providing the audio. One new item for Live Auction is a day trip to Catalina. Chief Art Miller has donated Boxing Gloves from Oscar de la Hoya. Courtney said she is looking forward to a successful event.
- **Direct Mail:** Paul Abbey reported that he has composed this years fundraising letter. It is rather lengthy but quite important. The back has a special appeal regarding all of our losses this year at the float site totaling over \$4,000. Ted Shaw mentioned that Mayor Diana Mahmud is willing to cover our losses with her discretionary funds; she is waiting for a list of inventory. Alan Vlacich commented about leaving some of the details out such as the amount and specific items. Paul stressed that we have gone 11 years with no theft and the community needs to be aware of this problem. Ted motioned that we send the letter pending corrections and adjustments; Chris Colburn seconded. Last year the cost of stuffing was donated by Ted and Paul with "stuffing" it in the review; we raised over \$8,000 mailed to 987 people plus the SP review, they have both agreed to do it again for this year. Bill Cullinane mentioned we should send this letter out



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personally to specific people in our community. Paul said we can put it on our webpage as well as on Facebook.

- After reading the Direct Mail letter Alan Vlacich said he is trying to think how people are going to react, will they see us as a "poor" organization? We should mention the idea that we are trying to get a permanent site in hopes to stop things like this from happening. He thinks we should add a portion where people can contact a specific person to ask questions that they may have. Ted Shaw mentioned going back to the City Council about trying to overrule the planning commissioner.
- **Website:** Bill Cullinane reported that there has been a lot of activity with over 200 volunteer requests. The Crunch Flyer has been posted on the site. Please contact Sara Cullinane with any updates or changes that you may have. Paul Abbey asked about the feasibility for the letter to be put on the website and a donation can be made via PayPal or mail in a check. Rob Benjamin asked how we can track "hits" as far as specific parts of the website. Christopher Casturita mentioned that tracking foot traffic is easy and depends on how Sara has set up the website. Chris Colburn mentioned looking up metrics and foot traffic isn't really necessary since we know that we are getting donations via mail as well as PayPal since we already have that record. We have Amazon Smile account and Janet Benjamin reminded everyone to use this version of Amazon especially while doing their holiday shopping. It's a way to earn some extra money for the float. Spread the word amongst family and friends.
- **Social Media:** Chris Colburn reported that we have received a little over \$17 in disbursement from Amazon Smile. Lots of new traffic with the Facebook page, but not so much with Twitter. Chris Metcalf mentioned hooking up the Instagram account link on our Facebook page instead of twitter.
- **Comments:**
 - Ted Shaw brought up the topic of the City wanting us to have insurance. There was a meeting with the City and they moved into a contract with a new carrier to save them money and once the float leaves our tent it is not insured. City has been fighting for us in trying to help us. We will need coverage for volunteers; AD & D will be purchased for a few volunteers



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costing us about \$500. The insurance we have on the 501C3 is being looked into; which is for committee member's misuse of funds. Ted is confident it will all be taken care of.

- Chris Casturita asked about having a conversation on getting updates from the nominating committee to be able to put information on our city website about how they can get involved in our organization for next year.
- Bill Glazier reported he will be covering the float site during decoration week as usual. If there is anything specific we would like to be put in the review please contact him.
- **Comments from Chair:** Janet Benjamin wants to thank Bill Glazier for all the coverage we have received in the Review. This is the most publicity she has ever seen for our float. The Hallmark film "A Rose for Christmas" will be premiering on December 14, 2016 at 7:30pm at the Arclight Theater at the Paseo with a 6pm reception. This is a business casual event. Janet has tickets available so contact her if there is an interest. On December 15, 2016 at 8am the Chamber is having Coffee and Pastries at the float site. Committee members are all encouraged to be there. Sandy Fielding is going to raffle off a Sweatshirt as well as a pin as a "thank you" for attending the event. The Wine tasting put on by Sharron generated \$650. They sold out of the wine so they did not charge us. The See's Candy fundraiser generated \$1,529.21. We will definitely be doing this event next year.
- Meeting adjourned at 8:26 pm. The next meeting will be on January 10, 2017 at 7:30pm.

Approved

Janet Benjamin
Chairperson

Date

3/7/17